



Goal 1: Human and Family Development

Desired Community Condition: Residents are literate and educated and engaged in the educational processes.



Indicator: **Library Materials Checked Out and Website Hits per Year**

Progress Rating: **Local Trend: POSITIVE**

National Comparison: WORSE

Indicator Description

This indicator measures the number of books and other materials checked out and the number of times the library's website is visited ("hits"). The number of materials checked out is one indicator of the extent to which residents are using the library for learning. Library usage is changing, however, as more people access non-fiction materials via the Internet. The circulation per capita and per registered borrower is compared to the average rates of about 40 jurisdictions with 100,000 population and above.

Why is this indicator important?

Residents of Albuquerque and Bernalillo County borrow books, art prints, audio tapes, and other items from the Rio Grande Valley Library system's 17 facilities and do research via the system's website. The materials and website enhance the knowledge, education, or cultural understanding of both children and adults in the community. The assumption is that a community in which the library is well used is a better informed, more learning-oriented community.

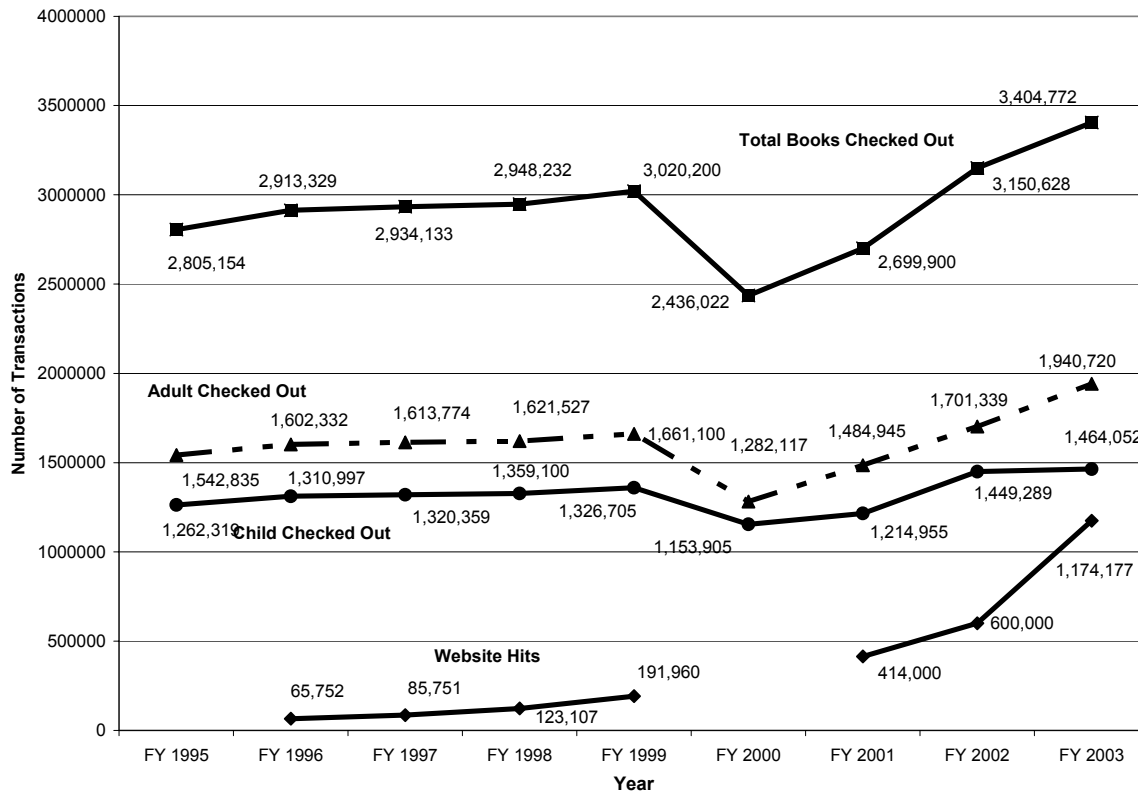
Data Sources

City of Albuquerque Cultural Services Department, Library Division; University of New Mexico, Bureau of Business and Economic Research (BBER); "Comparative Performance Measurement, FY 2001 Data Report," ICMA Center for Performance Measurement

What can we tell from the data?

- Library use figures dropped in 2000 (from 1999) due to a significant negative change in the way paperback were counted in the library system. This affected adult circulation since most paperbacks were used by adults.
- Circulation began to improve in 2001, and has steadily grown since then. This is due to a change in the focus of the library's collection, and increased funding. The collection now focuses more specifically on the community needs.
- The number of website hits has grown exponentially in the past few years, with 1,174,177 hits in FY 2003.
- The rates of circulation per capita and per registered borrower in Bernalillo County are approximately 2/3 of the average rates of cities with 100,000 population and above.

Library Materials Checked out and Website Hits



Comparison of Circulation Rates between Bernalillo County and Jurisdictions with 100,000 Population and Above for 2001

Jurisdiction	Per Capita	Per Registered Borrower
Bernalillo County	4.3	7.2
100,000 Pop. and Above (Mean)	6.1	11.7